



8 de abril de 2008

To whom it may concern:

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure® and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.

Susan G. Komen for the Cure®, Puerto Rico was established on March 7, 2003 as a non-for-profit organization whose sole purpose is to further the mission of the Komen organization Headquarters. We provide educational programs in breast cancer, including early detection and treatment. We are currently visiting facilities such as hospitals, schools, health fairs, wellness clinics and corporations, among others. We are raising funds in order to be able to continue our mission around the island. We are launching an outreach educational program called "Banderas". It is a program that pursues to reach the 78 municipalities of Puerto Rico providing educational resources about Breast Health and the importance of Early Detection.

The Puerto Rican population has a great need of education on this matter. This is why it is very important for us to know that we can count on corporations like WKAQ-TV, San Juan who's willing to unite efforts with Susan G. Komen for the Cure®, and have adopted the responsibility of helping our communities. We have been greatly assisted by WKAQ-TV, San Juan for the past four years, helping us to deliver our mission among the Puerto Rican population.

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They have given us the opportunity to have institutional and fundraising events' PSA spots, which have helped us to fulfill our goals. Examples of this are: Institutional 30ss spot with awareness message; Fundraisers as: Salsa para la Cura™, Rally for the Cure®, Race for the Cure®; media tours on local programs; have put all of their local celebrities as spokespersons of our local affiliate; became part of our educational program "Banderas" and have educational material on their local facilities for the benefit of all the visitors and employees.

This year, Telemundo will unite their efforts with ours, once again, to help us promote a route throughout the island, where we'll be offering free mammograms with a mammography mobile around the island. We will be impacting over 50 municipalities.

We are very concerned that additional federal regulations may create additional challenges for WKAQ-TV and its community efforts and that it will result in a negative impact for us as a local affiliate in need to further our mission.

If you need further information, do not hesitate to contact me at your earliest convenience at (787) 751-9096, (787) 309-5919 or by e-mail: mortiz@komenpr.org.

Cordially,

Marie Ortiz
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